

# THE WALL STREET JOURNAL

## MARKETING

### Research Suggests Consumers Will Increasingly Seek Quality

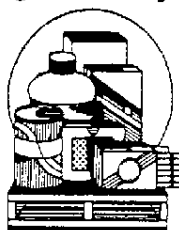
By BILL ABRAMS

Staff Reporter of THE WALL STREET JOURNAL

"People will buy products for their integrity rather than status," says Faith B. Popcorn, president of BrainReserve. "Quality will become the new status."

Food products the agency suggests could benefit: fresh foods, refrigerated ones ("the closest thing to fresh"), sauces that dress up inexpensive ingredients, gourmet items and cheese. Those that may suffer: soft drinks, sweets, TV dinners. BrainReserve also forecasts opportunities for food and other products with better ingredients that had been viewed as too costly.

Still, generic products—whose quality generally is below branded products—won't be hurt. Says BrainReserve: "Savvy consumers know that certain generic products have integrity."



THURSDAY, OCTOBER 15, 1981

### Firms Try New Ways to Tap Growing Over-50 Population

By RONALD ALSOP

Staff Reporter of THE WALL STREET JOURNAL

Johnson & Johnson is taking a gamble with a special new shampoo formulated for people over 40. Promotions bluntly state that Affinity is for "brittle, hollowed out" older hair, and the spokeswoman for the product is 51. Pfizer Inc. failed in the late 1970s to sell a shampoo for the over-50 set, but consumer research for Johnson & Johnson indicates that fewer women nowadays "hide from their age." So far, the company says, sales are on target.

Faith Popcorn, president of BrainReserve, a New York marketing consulting firm, is skeptical nonetheless. "Even if they feel more pride in getting older, women don't want an identification of their age sitting on the bathroom shelf," she asserts. "They don't want to think they're drying up. There's a death fear in people."

Thursday, August 23, 1984

### Gloria Vanderbilt Hopes to Follow Jeans Coup With Designer Dessert

By TRISH HALL

Staff Reporter of THE WALL STREET JOURNAL

#### Gourmet Interests

Miss Vanderbilt has long been interested in food, says her lawyer and business manager, Thomas A. Andrews. "She's a gourmet and she's a great entertainer," he says. "Food is a natural area for her to get into, especially healthful foods."

Mr. Andrews sees even more potential in Gloria Vanderbilt tofu than there was in Gloria Vanderbilt blue jeans. "I think that the customer for jeans was a group that had a more limited definition," he says. "This product is for everybody."

That could be, but everybody doesn't seem to know it yet. "We're finding resistance to tofu—it's still a foreign object," says Faith Popcorn, president of BrainReserve, an advertising and marketing company for consumer products.

Ms. Popcorn also questions whether Miss Vanderbilt's name can cross over from fashion and points to the discontinued line of Bill Blass chocolates. "Expertise in fashion doesn't necessarily translate to food," she says.

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